



MHIA
Mental Health America

**MAY IS MENTAL
HEALTH MONTH**

2023
FUNDRAISING
TOOLKIT



What is Mental Health Month?

Mental Health America launched Mental Health Week in 1949 (which eventually became Mental Health Month) with the Jaycees service organization to educate Americans about mental illness and mental health.

Since 1949, Mental Health America and our affiliates across the country have observed May as Mental Health Month by reaching out to millions of people through the media, local events, a toolkit of new resources, and screenings.

How can you support Mental Health America during Mental Health Month?

During Mental Health Month, you can show your support for Mental Health America by creating a personal fundraiser in just a few simple steps. It's a great way to share your story, create awareness, and raise money for Mental Health America's important work.

START A FUNDRAISER TODAY AND MAKE A DIFFERENCE!

The Power of Your Donations

- Just **\$1.25** helps Mental Health America screen someone to determine whether they are experiencing symptoms of a mental health condition.
- **\$25** enables 20 individuals to use an anonymous, online mental health screen that can help them to better understand their mental health.
- **\$50** connects 100 people to Mental Health Month materials and resources that raise awareness about mental health conditions and strategies for recovery and wellness.
- **\$250** helps us send trained team members to outreach events to raise awareness about mental health conditions and screen individuals.
- **\$500** helps us connect advocates across the country to legislators at the local, state, and federal levels to push for policies that ensure access to quality mental health care.

The need is greater than ever; **17,759 life-saving screens are taken daily** at mhascreening.org by help-seeking individuals, who are then directly connected with resources to support their mental health journey.

With **YOUR** support, we can continue to provide these life-changing resources.

Create Your Fundraising Page

The easiest way to fundraise for MHA is by setting up your personal fundraising page at <https://give.classy.org/mentalhealthmonth>.

Follow the steps below:

1. **Click on Become a Fundraiser** and choose your fundraising style from the available choices.



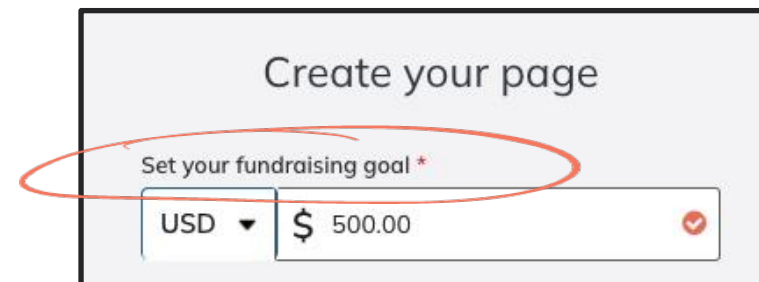
As an Individual - Sign up to get started right away and fundraise on your own for mental health month.

Join a Team - If your school, business, or other group has already created a team, join them to make an even greater impact.

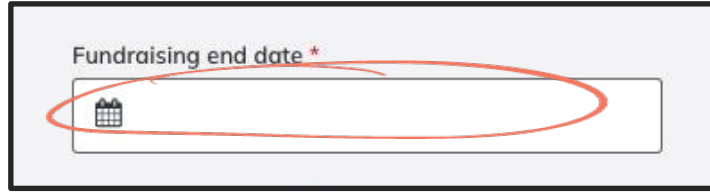
Create a Team - If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together.

2. **Set your fundraising goal** - One thing we know for sure, donors like to reach goals. Whether it's \$100 or \$10,000, you name your personal fundraising goal. Then, be loud and proud about it the entire way through! The pre-populated goal can be customized to whatever is right for you, and you can edit your goal at any time. Here are some ideas of how the money you intend to raise will impact our mission:

- **\$250** helps us send trained team members to outreach events to raise awareness about mental health conditions and screen individuals.
- **\$500** enables 400 individuals to use an anonymous, online mental health screen that can help them to better understand their mental health.
- **\$750** connects 1,500 people to public education materials and resources that raise awareness about mental health conditions and strategies for recovery and wellness.
- **\$1,000** helps us connect advocates across the country to visit legislators at the local, state, and federal level to push for policies that ensure access to quality mental health care.



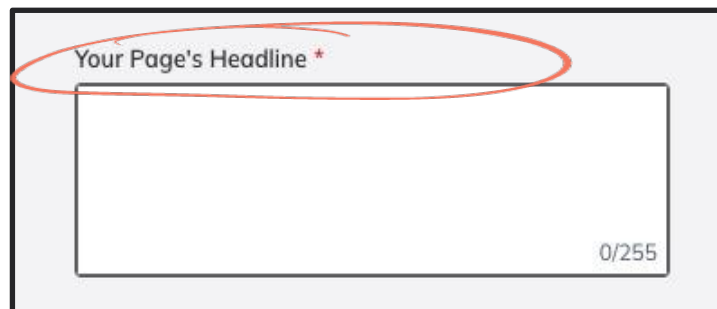
3. Choose a fundraising end date.



A screenshot of a form field for selecting a fundraising end date. The label "Fundraising end date *" is at the top. Below it is a white input box with a calendar icon on the left. A red oval highlights the input box.

4. **Add your headline** - Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:

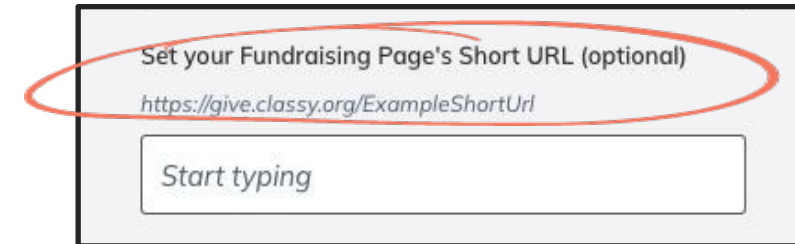
- "Take Action During Mental Health Month; help me fundraise for Mental Health America!"
- "Celebrate Mental Health Month by supporting me and Mental Health America!"
- "Raise Awareness for Mental Health - Donate Now!"
- "Help Make Mental Health Support Accessible to All!"
- "Empowering Mental Health Through Your Generosity"



A screenshot of a form field for entering a page headline. The label "Your Page's Headline *" is at the top. Below it is a large white text input box. A red oval highlights the label. In the bottom right corner of the input box, the text "0/255" indicates the character count.

5. **Set a short URL** - This allows you to easily share your page with your friends and family.

Example: give.classy.org/jenMHMchallenge



A screenshot of a form field for setting a short URL. The label "Set your Fundraising Page's Short URL (optional)" is at the top. Below it is a text input box containing the example URL "https://give.classy.org/ExampleShortUrl". A red oval highlights the label and the input box. Below the input box is a button labeled "Start typing".

6. **Upload a photo** - Make your page more personalized and recognizable for your friends and family. You can always come back and change it at any time!

To learn more about editing and personalizing your page, explore Classy's support article [here](#).

Tell Your Story

People love giving to people they know!

Adding personal touches to your fundraising page – like why you’re fundraising, your connection to our organization, or personal photos and stories – helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. Don’t forget to share updates with your supporters as your progress grows!

Storytelling is the most effective way to communicate to donors. They want to hear why you are connected to Mental Health America. Here are some prompts to help you think through why you care about Mental Health America so much:

- How did you first get introduced to Mental Health America?
- What specifically made you want to get involved?
- What makes Mental Health America different from other organizations?
- In one word, what does Mental Health America mean to you?

Don’t be shy:

Did you know that on average it can take 18 months for a person newly introduced to an organization to make their first donation? That time frame gets sliced down to nearly zero when the organization is introduced by a friend or family member.

Additionally, it can take someone seeing something eight to twenty times before they take action. That means the more you share, the better!

Think through your network of friends, family, and coworkers that you can ask to give to your personal fundraising goal to support Mental Health America.

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You’re bubbling up your own progress bar and removing any fear of donors being the first to “join the party”!

Use Key Messages

Here are a few key messages that can help you get started with your outreach. They're also great to share with your friends and family if they ever ask you what Mental Health America does in the community.

- Half of mental illnesses emerge by age 14, yet 10 years typically pass from the time symptoms first emerge to the time people get a final diagnosis and appropriate treatment. Waiting until people have been sick for years or a crisis event occurs is no way to treat an illness. Mental health screening increases the chances of getting treatment.
- Just \$1.25 helps us change the trajectory of someone's life by screening them for mental health conditions and directing them to resources based on their results.
- MHA work is guided by its prevention philosophy: Mental health conditions should be treated long before they reach the most critical points in the disease process. Help us continue to be proactive when it comes to mental health conditions. Like other illnesses, it is critical to address symptoms early.

Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** – This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
2. **Cast a wider net** – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal.

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

Example 1:

Subject - Why I love Mental Health America

Hi [Name],

A [few days/months] ago, I had the luck of being introduced to Mental Health America. Immediately, I was drawn to this organization's effort and gusto in the community.

They say it best, "We begin with prevention, identify symptoms, and develop a plan of action to stop and hopefully reverse the progression of the disease. Like other illnesses, it is critical to address symptoms early and plan an appropriate course of action on a path towards overall health."

When I let that statement sink in for a second it almost brings me to my knees.

All too often people are left in the dark without options when it comes to mental health. I choose to [share your own mental health story] or [support all those who choose to share their story and bring light to the importance of mental health for all].

I/we have a personal goal of raising \$XXX [hyperlink to your personal peer-fundraising page].

As you might know – I don't ask on behalf of organizations all of the time. **This one is special.** Not only because of the people they serve, but because [insert why you love the organization].

Would you support me/us in supporting Mental Health America during Mental Health Month? \$5, \$10, \$100 ... whatever you are called to give will make a big difference.

With so much love and gratitude,

[Your Name]

PS: Thank you for being such a great friend/coworker; even if you can't donate can you share with your network?

Example 2:

Subject - Support me during Mental Health Month

Hey [Name],

This year during Mental Health Month, I'm raising money for Mental Health America, a nonprofit organization dedicated to addressing the needs of those living with mental illness and promoting the overall mental health of all.

I am supporting Mental Health America in May because [reason you chose to support us].

Please consider supporting my campaign which ends on [Date] by clicking [\[insert link to your page\]](#) to my fundraising page.

Every amount helps! If you're unable to donate at this time, I'd appreciate it if you'd share my page on social media or forward this email to people in your network.

Thank you so much!

[Your Name]

PRO TIP: Keep your message clear, direct, and timely. Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Social Posts

In addition to email, use social media to strengthen your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!

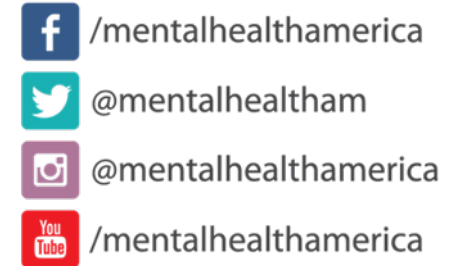
Example 1: It's #MentalHealthMonth! I choose to support Mental Health America! All funds will enable MHA to support mental health programs, such as free online mental health screenings, providing free resources all year for providers, teachers, caregivers, and more, and advocating for mental health for all. But I can only reach my goal with your help! Will you be my first donor?! Donate here: [Personal Link] #mentalhealthamerica

Example 2: It's #MentalHealthMonth! I will be supporting Mental Health America; will you join me? My goal is to raise a total of \$AMOUNT to fund free screening, public education materials, and advocacy. You can support me by donating here: [Personal Link] #mentalhealthamerica

Sample Text Message/Direct Message on Instagram/Facebook to Send to Friends

"Hi [Name], this Mental Health Month, I challenged myself to raise [Amount] for Mental Health America, and I could use your support. Mental Health America means a lot to me because [the reason you chose us]. Can you donate \$25 now to help me reach my goal? Click on this link to donate! Thank you so much!"

Be sure to tag us on all your social media posts!



PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all platforms to spread the word!

Example Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or "thank you" note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout-out on social media.

Example:

Subject - **Thank You** <3

Dear [Name],

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for Mental Health America.

With your help, I have raised **[\$x]** towards supporting mental health needs through life-saving programs like [MHAscreening.org](https://www.MHAscreening.org). Thanks to your generous support, you've changed the lives of so many.

I encourage you to follow Mental Health America on [Facebook](#), [Instagram](#), and [Twitter](#) to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

From all of us at Mental Health America, thank you so much for creating a fundraiser. Your effort has already made a giant impact on our organization, and we are forever grateful to you for working to expand our mission to address the needs of those living with mental illness and promoting the overall mental health of all.

Thank you for introducing Mental Health America to your network of friends, family, and coworkers!

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

CONTACT

Gift Office

703-838-7558

giftoffice@mhanational.org

